



**GFWC VIRGINIA
STRATEGIC PLAN
2020-2022**

GFWC MISSION STATEMENT

The General Federation of Women's Clubs is an international women's organization dedicated to community improvement by enhancing the lives of others through volunteer service.

EXECUTIVE SUMMARY

Initially established as a Long Range Plan, the GFWC Virginia Strategic Plan supports and advances the GFWC mission, programs, and projects. The Strategic Planning Committee, appointed by the State President, works with the Executive Board to develop the Strategic Plan.

A strategic plan is a working document that guides and strengthens the activities of our organization. Goals, and tasks designed to achieve them, enable the organization to plan effectively for the future. This should be your district's and club's guide.

The GFWC Virginia Strategic Plan identifies five major issues facing our organization today. Those issues include: Leadership and Structure, Membership, Public Awareness, Financial Stability, and Programs and Projects. For each issue, goals, objectives, and tasks are established.

Focusing on these five main issues and achieving of the related goals and objectives will unify our members in their community service efforts, foster the development of leadership skills and the participation in continued learning, and cultivate lasting friendships.

STATEMENT OF RESPONSIBILITY

It is the responsibility of every member to support and promote the goals and objectives outlined in the Strategic Plan.

- The Executive Committee oversees the implementation of the Strategic Plan and uses it as the main guide for moving our state federation forward.
- The Strategic Planning Committee reviews and refines the Strategic Plan each administration.
- The Executive Board actively promotes and participates in the implementation of the Strategic Plan.
- State Chairmen and Committee Members actively work on the tasks to achieve the goals and objectives relevant to their area.
- District Officers and Chairmen promote activities and utilize materials that foster the achievement of the goals and objectives of the Strategic Plan through the tasks.
- Clubs learn about and participate in tasks that further the goals and objectives of the Strategic Plan. They also use the Plan as a guide to move their clubs forward.

**GFWC VIRGINIA STRATEGIC PLAN
2020-2022**

ISSUE: LEADERSHIP AND STRUCTURE

GOAL: Strengthen organizational leadership by providing training, development, and personal growth opportunities for districts, clubs, and members

OBJECTIVE #1: Develop new and update existing leadership development training resources

TASKS:

- 1) Enhance leadership training resources for state and district leaders and provide professional development opportunities
- 2) Provide leadership training and develop new resources for clubs and members at state conferences, conventions, GFWC Virginia LEADS, and district meetings
- 3) Explore the use of alternative leadership training innovations (including seminars, webinars, podcasts, and instructional videos)
- 4) Enhance the use of the state website for the publication of leadership training and operational resources (including instructional presentations and state publications)
- 5) Promote the use of national and district mentors for districts and clubs
- 6) Encourage districts and clubs to evaluate their existing structures and provide assistance as needed
- 7) Educate clubs and members about national, state, and district leadership opportunities and promote participation

OBJECTIVE #2: Review the existing state structure, obligations, programs, and projects to assure optimum operation

TASKS:

- 1) Consistently review and structure state meetings to best conduct business
- 2) Increase knowledge of the strategic plan

ISSUE: MEMBERSHIP

GOAL: Broaden the membership base and enhance loyalty, purpose, and pride in clubwomen

OBJECTIVE #1: New Club creation across all classes of membership

TASKS:

- 1) Goal of one new club per District each administration
- 2) Promote GFWC Grants for new club creation
- 3) Update New Club Kit to streamline process & clarify how it works

OBJECTIVE #2: Engagement between Club Members, Clubs, Districts, State & GFWC

TASKS:

- 1) Additional communication and touch points between all levels of the organization
- 2) Make meetings more efficient and economically affordable, incorporate service component
- 3) Survey full membership to determine what is/is not working in this area and how we can improve –
Need to meet our members where they are
- 4) Enhance website to improve member experience, make tools available for club and member use –
internal focus

OBJECTIVE #3: New Member Recruitment

TASKS:

- 1) Enhance website to be interesting to potential members and provide them info they need about the organization, how to find a club, and the work we do
- 2) Create and maintain additional web/social media presence such as public Facebook, Instagram options
- 3) Continue to provide clubs with new and enhanced tools for member recruitment; Share successes of clubs statewide

ISSUE: PUBLIC AWARENESS

GOAL: Raise public awareness through communications and education

OBJECTIVE #1: Utilize the GFWC brand IDENTITY to promote unity and name recognition for districts, clubs, members and the community

TASKS:

- 1) Educate districts, clubs and members about the importance of using the GFWC brand identity (including the addition of GFWC to all club names)
- 2) Encourage members to purchase and use emblematic materials
- 3) Encourage districts and clubs to use national, state, and district emblems, slogans, and the GFWC Mission Statement
Make available for download from the state website, images of the national, state, and district seals for districts and clubs to utilize Encourage members to purchase and use emblematic materials
- 4) Website Education – Use Workshops and all tools available to educate members to the vast possibilities of websites and social media

OBJECTIVE #2: Enhance public relations education for districts and clubs

TASKS:

- 1) Provide promotional resources to districts and clubs to aid their efforts to garner publicity
- 2) Enhance public awareness through orientations throughout the year

ISSUE: FINANCIAL STABILITY

GOAL: Ensure financial stability through fiscal responsibility

OBJECTIVE #1: Maintain a stable income stream to support the structure, programs, projects, and growth of the organization

TASKS:

- 1) Promote the Dogwood Society (e.g. maintain an instructional profile highlighting history, advantages, requirements, and upgrade procedure for districts, clubs, and members) and consider implementing additional incentives for Dogwood Society members (e.g. create and maintain a permanent list of members' names for publication on the state website)
Add Dogwood Society brochure to website
- 2) Continue the promotion of the 1907 Society
Encourage the promotion of monetary contributions to the GFWC Virginia Endowment Fund and Headquarters Operating Fund
- 3) Explore the use of innovative and cost effective formats for state events to capture interest and increase attendance.
Explore creative options for standing committees to meet, including time allocated at state meetings, joint meetings, video conferencing, and conference calls.
- 4) Expand fundraising initiatives
Promote participation in the Amazon Smile program and explore additional similar fundraising opportunities

ISSUE: PROGRAMS AND PROJECTS

GOAL: Promote successful programs, hands on projects & useful workshops to optimize community outreach initiatives

OBJECTIVE #1: Support programs and projects adopted and promoted by GFWC, states, districts, and clubs

TASKS:

- 1) Enhance the promotion of the GFWC Signature Project and encourage districts, clubs, and members to publicize their support and participation
Guide districts and clubs in the review and utilizations of national and state resolutions as a resource in program and project.
- 2) Encourage districts, clubs, and members to support and participate in State Projects, including the State Fair Educational Exposition
- 3) Continue the offering of hands-on projects for member participation at state conventions and conferences
Promoting educational projects involving the use of social media
- 4) Highlight unique, creative, and successful club projects (e.g. feature as platform presentations, lunch and learn sessions, on the state website, and in state publications)
- 5) Encourage clubs and members to support and participate in district projects
Encourage districts and clubs to consider district-to-district and club-to-club partnerships to enhance project outcomes and community outreach

OBJECTIVE #2: Partner with other organizations to expand community outreach and organizational presence

TASKS:

- 1) Encourage districts and clubs to consider partnering with other non-profit organizations to expand public awareness and enhance project success
Highlight successful partnerships with successful outcomes to educate districts and clubs